

CLAIM LISTING

1. (original): In a network-based system, a computer-implemented method comprising:

- presenting a page on a network site sponsored by a hosting entity;
- offering as part of the page an option to view user-specific data, wherein the user-specific data is located at a network site owned by a third party that is independent from the hosting entity;
- registering the particular user with the hosting entity;
- whereupon activation of the option on the hosting entity's page by a particular user of the hosting entity, linking to the third party's network site;
- enabling access to the third party's network site without registering the particular user with the third party; and
- presenting, to the particular user, a new page at the third party's network site that incorporates the user-specific data.

2. (original): A computer-implemented method as recited in claim 1, wherein the linking comprises addressing a universal resource locator (URL) for the third party's network site.

3. (original): A computer-implemented method as recited in claim 1, wherein the linking comprises establishing a secure data connection between the hosting entity and the third party.

1 4. (original): A computer-implemented method as recited in claim 1,
2 further comprising supplying a return universal resource locator (URL) to the third
3 party's network site for use in returning to the hosting entity's network site.

4
5 5. (original): A computer-implemented method as defined in Claim 1,
6 wherein:

7 the page on the network site sponsored by the hosting entity identifies the
8 hosting entity;

9 the linking to the third party's network site does not expose this transfer to
10 the particular user; and

11 the presenting, to the particular user, the new page at the third party's
12 network site also identifies the hosting entity without identifying a network
13 address of the third party's network site.

14
15 6. (original): A computer-implemented method as recited in claim 1,
16 further comprising displaying a logo of the hosting entity on the new page at the
17 third party's network site.

18
19 7. (original): A computer-implemented method as recited in claim 1,
20 wherein the linking comprises addressing a universal resource locator (URL)
21 associated with the third party's network site and sending an identity of the hosting
22 entity to the third party so that the third party may identify the hosting entity in the
23 new page.

1 8. (original): A computer-implemented method as recited in claim 1,
2 wherein the linking comprises supplying, to the third party network site, page
3 formatting information that is used by the third party network site to present the
4 new page, the page formatting information enabling an appearance of the new
5 page that resembles the page presented by the hosting entity's network site.

6
7 9. (original): A computer-implemented method as recited in claim 1,
8 wherein the linking comprises:

9 connecting to the third party's network site; and

10 uploading navigation information from the third party network site to the
11 hosting entity network site that may be used by the particular user to navigate the
12 user-specific data resident at the third party network site.

13
14 10. (original): A computer-implemented method as recited in claim 1,
15 wherein:

16 the linking comprises addressing a universal resource locator (URL)
17 associated with the third party's network site and sending a token identifying the
18 particular user; and

19 using the token to locate the user-specific data for the particular user.

20
21 11. (original): A computer-implemented method as recited in claim 1,
22 wherein presenting, to the particular user, the new page at the third party's network
23 site that incorporates the user-specific data further comprises:
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1 offering as part of the new page an option to activate an additional function
2 selected from the group consisting of an embedded hyperlink, an executable code
3 segment, and a pop-up dialog box; and

4 activating the additional function upon the activation of the option to
5 activate the additional function.

6
7 12. (original): A computer-readable media comprising computer-
8 executable instructions for performing the method as recited in claim 1.

9
10 13. (original): In a network-based system, a computer-implemented
11 method comprising:

12 presenting a page on a network site sponsored by a hosting entity to a
13 particular user;

14 requiring the particular user to logon with the hosting entity's network site;

15 offering as part of the page an option to view user-specific data, wherein the
16 user-specific data is located at a network site owned by a third party that is
17 independent from the hosting entity;

18 whereupon activation of the option on the hosting entity's page by the
19 particular user of the hosting entity, linking to the third party's network site;

20 enabling access to the third party's network site without logging on the
21 particular user with the third party's network site; and

22 presenting, to the particular user, a new page at the third party's network
23 site that incorporates the user-specific data.

1 14. (original): A computer-implemented method as defined in Claim 13,
2 wherein:

3 the page on the network site sponsored by the hosting entity identifies the
4 hosting entity;

5 the linking to the third party's network site does not expose this transfer to
6 the particular user; and

7 the presenting, to the particular user, the new page at the third party's
8 network site also identifies the hosting entity without identifying a network
9 address of the third party's network site.

10
11 15. (original): A computer-implemented method as recited in claim 13,
12 further comprising displaying a logo of the hosting entity on the new page at the
13 third party's network site.

14
15 16. (original): A computer-implemented method as recited in claim 13,
16 wherein the linking comprises addressing a universal resource locator (URL)
17 associated with the third party's network site and sending an identity of the hosting
18 entity to the third party so that the third party may identify the hosting entity in the
19 new page.

20
21 17. (original): A computer-implemented method as recited in claim 13,
22 wherein the linking comprises supplying, to the third party network site, page
23 formatting information that is used by the third party network site to present the
24 new page, the page formatting information enabling an appearance of the new
25 page that resembles the page presented by the hosting entity's network site.

1
2 18. (original): A computer-implemented method as recited in claim 13,
3 wherein the linking comprises:

4 connecting to the third party's network site; and
5 uploading navigation information from the third party network site to the
6 hosting entity network site that may be used by the particular user to navigate the
7 user-specific data resident at the third party network site.

8
9 19. (original): A computer-implemented method as recited in claim 13,
10 wherein:

11 the linking comprises addressing a universal resource locator (URL)
12 associated with the third party's network site and sending a token identifying the
13 particular user; and

14 using the token to locate the user-specific data for the particular user.

15
16 20. (original): A computer-implemented method as recited in claim 13,
17 wherein presenting, to the particular user, the new page at the third party's network
18 site that incorporates the user-specific data further comprises:

19 offering as part of the new page an option to activate an additional
20 function selected from the group consisting of an embedded hyperlink, an
21 executable code segment, and a pop-up dialog box; and

22 activating the additional function upon the activation of the option to
23 activate the additional function.
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1 21. (original): A computer-readable media comprising computer-
2 executable instructions for performing the method as recited in claim 13.

3
4 22. (original): In a network-based system, a computer-implemented
5 method comprising:

6 presenting a page on a network site sponsored by a hosting entity;

7 enabling users to register with the hosting entity in order to access
8 information on the network site;

9 offering as part of the page an option to view user-specific data wherein the
10 user-specific data is located at a network site owned by a third party that is
11 independent from the hosting entity; and

12 whereupon activation of the option on the hosting entity's page by a
13 particular user of the hosting entity, linking to the third party's network site
14 without requiring the particular user to first register with the third party and
15 presenting a new page at the third party's network site.

16
17 23. (original): A computer-implemented method as recited in claim 22,
18 wherein the new page does not identify a network address associated with the third
19 party's network site.

20
21 24. (original): A computer-implemented method as recited in claim 22,
22 wherein the presenting a new page at the third party's network site further
23 comprises:

1 offering as part of the new page an option to activate an additional function
2 selected from the group consisting of an embedded hyperlink, an executable code
3 segment, and a pop-up dialog box; and

4 activating the additional function upon the activation of the option to
5 activate the additional function.

6
7 25. (original): In a network-based system, a computer-implemented
8 method comprising:

9 presenting a page on a network site sponsored by a hosting entity;

10
11 26. (original): A computer-implemented method as recited in claim 25,
12 wherein the new page does not identify a network address associated with the third
13 party's network site.

14
15 27. (original): A computer-implemented method as recited in claim 25,
16 further comprising sending a token identifying the particular user to the third
17 party.

18
19 28. (original): A computer-implemented method as recited in claim 25,
20 further comprising:

21 forming a token identifying the particular user;

22 encrypting the token using a public key of the third party; and

23 sending the token to the third party.
24
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1 29. (original): A computer-implemented method as recited in claim 25,
2 wherein the linking to the third party's network site without requiring the
3 particular user to log on to the third party's network site further comprises:

4 the hosting network site and the third party's network site performing a
5 security exchange to authenticate one another; and

6 employing encryption/decryption processes to protect against
7 eavesdroppers and tampering third parties.

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9 30. (original): A computer-implemented method as recited in claim 29,
10 wherein the security exchange is a cryptographic key exchange or a certificate
11 exchange.

12
13 31. (original): A computer-implemented method as recited in claim 25,
14 wherein the linking to the third party's network site further comprises:

15 offering on the new page at the third party's network site an option to
16 activate an additional function selected from the group consisting of an embedded
17 hyperlink, an executable code segment, and a pop-up dialog box; and

18 activating the additional function upon the activation of the option to
19 activate the additional function.

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21 32. (original): A computer-readable media comprising computer-
22 executable instructions for performing the method as recited in claim 25.

23
24 33. (original): An electronic system for a network, comprising:
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1 a network server to support a network site sponsored by a hosting entity, the
2 server presenting a page for the hosting entity's network site that offers an option
3 to view user-specific data, wherein the user-specific data is located at a third party
4 that is independent from the hosting entity;

5 a server located at the third party to store the user-specific data; and

6 whereupon activation of the option on the hosting entity's page by a
7 particular user of the hosting entity, the network server being configured to link to
8 the third party's server by establishing a secure data connection between the
9 hosting entity and the third party.

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11 34. (original): An electronic system as recited in claim 33, wherein the
12 link to the third party's server does not expose this transfer to the particular user.

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14 35. (original): An electronic system as recited in claim 33, wherein the
15 third party's server is a network server that supports pages, the third party's server
16 being configured to present, to the particular user, a new page that incorporates the
17 user-specific data, the new page identifying the hosting entity and veiling the third
18 party's identity to lead the particular user to believe that the user-specific data is
19 provided by the hosting entity rather than the third party.

20
21 36. (original): An electronic system as recited in claim 33, wherein the
22 third party's server supplies navigation data to the hosting entity network server
23 that may be used by the particular user to navigate the user-specific data resident
24 on the third party's server
25

1 37. (original): An electronic system as recited in claim 33, wherein the
2 hosting entity's network server links to the third party server by addressing a
3 universal resource locator (URL) for the third party's network site.
4

5 38. (original): An electronic system as recited in claim 33, wherein the
6 hosting entity's network server sends a token identifying the particular user to the
7 third party's server for use in locating the user-specific data for the particular user.
8

9 39. (original): A program for an electronic system, the program being
10 embodied on a computer-readable medium and executed on a server at a hosting
11 entity, the program comprising:

12 a code segment that, upon execution, renders a page sponsored by the
13 hosting entity, the page containing an option to view data specific to a particular
14 user that is located at a remote server owned by a third party that is independent
15 from the hosting entity;

16 a code segment that, upon execution, formulates a token comprising at least
17 one of the identity of the particular user, a data, an expiration date, and an identity
18 of the hosting entity;

19 a code segment that, upon execution, encrypts the token;

20 a code segment that, upon execution, passes the encrypted token to the
21 remote server; and

22 a code segment, responsive to activation of the option by the particular user,
23 that, upon execution, transfers control to the remote server without exposing the
24 transfer to the particular user and to pass an identity of the particular user to the
25

1 remote server to enable the remote server to present the data specific to the
2 particular user.

3
4 40. (original): A program as recited in claim 39, wherein:
5 the remote server is a network server; and
6 the program further comprises a code segment that, upon execution,
7 activates a universal resource locator (URL) of the remote network server to
8 transfer control to the remote network server.

9
10 41. (original): A program as recited in claim 39, wherein the code
11 segment that, upon execution, enables the remote server to present the data
12 specific to the particular user enables the remote server to:

13 present an option to activate an additional function selected from the group
14 consisting of an embedded hyperlink, an executable code segment, and a pop-up
15 dialog box; and

16 activate the additional function upon the activation of the option to activate
17 the additional function.

18
19 42. (original): A program as recited in claim 39, wherein the code that,
20 upon execution, transfers control to the remote server does not expose the transfer
21 to the particular user.

22
23 43. (original): A program for an electronic system, the program being
24 embodied on a computer-readable medium and executed on a server at a hosting
25 entity, the program comprising:

1 a code segment that, upon execution, renders a first page sponsored by the
2 hosting entity, the first page containing an option to view data specific to a
3 particular user that is submitted to a third party by a fourth party, the data specific
4 to the particular user electronic being located at a remote server owned by the third
5 party that is independent from the hosting entity;

6 a code segment, responsive to activation of the option by the particular user,
7 that, upon execution, establishes a secure data connection between the hosting
8 entity and the third party at the remote server and to obtain the data specific to the
9 particular user; and

10 a code segment that, upon execution, renders a second page that presents
11 the data specific to the particular user.

12
13 44. (original): The program as defined in Claim 43, wherein the second
14 page does not present a network address associated with the remote server and
15 thereby appears as if the hosting entity provided the data specific to the particular
16 user.

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2 45. (original): A program for an electronic system, the program being
3 embodied on a computer-readable medium and executed on a server that has
4 access to electronic user specific data, comprising:

5 a code segment that, upon execution, receives a request from a hosting
6 entity to review the electronic user specific data belonging to a particular user of
7 the hosting entity, the request containing indicia that identifies the hosting entity
8 and an identity of the particular user;

9 a code segment that, upon execution, establishes a secure connection with
10 both the particular user and a hosting entity from which to retrieve the electronic
11 user specific data belonging to the particular user; and

12 a code segment that, upon execution, presents the electronic user specific
13 data.
14

15 46. (original): The program as defined in Claim 45, wherein the code
16 segment that, upon execution, presents the electronic user specific data does so
17 without presenting a network address so as to lead the particular user to believe
18 that the user interface is sponsored by the hosting entity.
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